

**METHOD AND SYSTEM FOR PROFILING iTV USERS AND FOR PROVIDING  
SELECTIVE CONTENT DELIVERY**

**Abstract**

A method for profiling an iTV user. The method comprises gathering user-requested content information from iTV interactions, correlating content-associated profile information from a rating service with the user-requested content information, and developing a profile of the user based on the content-associated profile information correlated with the user-requested content information.